

In the Claims

Please substitute the following amended claims for those currently pending:

1. (currently amended) A display apparatus for displaying a plush item, comprising:
a column having a top end and a bottom end;
a strap extending between the top end of the column and the bottom end of the column;
the strap and the column defining an aperture; and
the aperture being dimensioned to receive the plush item;
the column comprising a first side panel, a second side panel, and a major panel
extending therebetween;
the first side panel having sufficient surface area to receive a thumb of a hand;
the second side panel having sufficient surface area to receive a fingertip of the hand; and
the first side panel and the second side panel being separated by a distance W that is
selected such that the column can be received between the thumb and the fingertip of the hand.
2. (original) The display apparatus of claim 1, wherein the plush item comprises a pillow.
3. (original) The display apparatus of claim 1, wherein a width of the column is selected such that a first uncovered portion of the plush item will extend beyond a first side of the column and a second uncovered portion of the plush item will extend beyond a second side of the column when the plush item is extending through the aperture.

4. (original) The display apparatus of claim 3, wherein the width of the column is selected such that a surface area of the first uncovered portion is greater than a surface area of the plush item that is covered by the column when the plush item is extending through the aperture.

5. (original) The display apparatus of claim 3, wherein the width of the column is selected such that a surface area of the second uncovered portion is greater than a surface area of the plush item that is covered by the column when the plush item is extending through the aperture.

6. (original) The display apparatus of claim 1, wherein the aperture is dimensioned to receive the plush item while the plush item is assuming a compressed shape.

7. (original) The display apparatus of claim 6, wherein the aperture is dimensioned such that friction forces are created between the display apparatus and the plush item when the plush item is extending through the aperture and the plush item is free to assume an expanded shape.

8. (original) The display apparatus of claim 7, wherein the aperture is dimensioned such that the friction forces are capable of supporting a weight of the plush item.

9. - 11. (cancelled)

12. (currently amended) In combination:

A ~~a~~ display apparatus comprising a column and a strap extending between a top end of the column and a bottom end of the column;

the strap and the column defining an aperture; ~~and~~

a plush item extending through the aperture;

expansion of the plush item creating a friction force at an interface between the plush item and the display apparatus;

a magnitude of the friction force being greater than a weight of the plush item.

13. (original) The combination of claim 12, wherein a first uncovered portion of the plush item extends beyond a first side of the display apparatus and a second uncovered portion of the plush item extends beyond a second side of the display apparatus.

14. (original) The combination of claim 13, wherein the column covers a covered portion of the plush item.

15. (original) The combination of claim 14, wherein an area of the first uncovered portion is greater than an area of the covered portion.

16. (original) The combination of claim 14, wherein an area of the second uncovered portion is greater than an area of the covered portion.

17. (original) The combination of claim 12, wherein friction at one or more interfaces between the plush item and the display apparatus is the sole means of fixing the plush item relative to the display apparatus.

18. (original) The combination of claim 12, wherein friction at one or more interfaces between the plush item and the display apparatus sufficient to support a weight of the plush item.

19. (original) The combination of claim 12, wherein the plush item comprises a pillow.

20. (original) The combination of claim 12, wherein a width of the column is selected such that a first uncovered portion of the plush item extends beyond a first side of the column and a second uncovered portion of the plush item extends beyond a second side of the column.

21. (original) The combination of claim 20, wherein the width of the column is selected such that a surface area of the first uncovered portion is greater than a surface area of the plush item that is covered by the column when the plush item is extending through the aperture.

22. (original) The combination of claim 20, wherein the width of the column is selected such that a surface area of the second uncovered portion is greater than a surface area of

the plush item that is covered by the column when the plush item is extending through the aperture.

23. (original) The combination of claim 12, wherein a width of the column is selected such that the column can be received between the thumb and forefinger of a human hand.

24. (original) The combination of claim 12, wherein the column includes a first side panel having sufficient surface area to receive a human thumb.

25. (original) The combination of claim 12, wherein the column includes a second side panel having sufficient surface area to receive one or more finger tips.

26. (original) A method comprising the steps of,
providing a pillow and a display apparatus having an aperture dimensioned to receive the pillow; and

urging the pillow to assume a more compressed shape while inserting the pillow into the aperture.